

The Most Stupendous October Sale of
Dry Goods, Cloaks, Clothing and Overcoats
 Ever Inaugurated in North Missouri

\$75,000 worth of New Fresh Merchandise to be thrown on the market regardless of cost at

THE BIG STORE OF ELI SHIRE

NOTE OUR PRICES:

CLOAKS! CLOAKS! CLOAKS!

STYLE NO. 1.

A stylish twenty-seven inch half box coat with close fitting back. The lappels are new shape, handsomely stitched as are also collar and cuffs. We recommend this style for a neat inexpensive cloak. It is made in all colors of all wool kersey, lined with satin or mercerized sateen. Price, \$5.00, \$6.00 and \$7.50, according to quality, worth \$7.50, \$9.00 and \$10.00.

STYLE NO. 2.

A very swell garment for young ladies; make with straps on shoulders. New and natty. We have this style in all colors, lined throughout with heavy satin and mercerized sateen. Price, \$6.50 and \$8.00, according to quality; worth \$8.00 to \$11.00.

STYLE NO. 13.

A very natty walking jacket in light or medium tan. Made with tailor straps, semi-close fitting and lined with heavy satin. Velvet collar. Twenty-seven inches long. Price, \$7.50; worth, \$10.

STYLE NO. 4.

A clever box jacket in the close fitting back. The collar is a rich nutria fur (Beaver shade) and blends well with a pretty shade of castor kersey. It is lined throughout with mercerized sateen or heavy silk satin. The price is \$7.50 and \$10. All are good and stylish garments and have our label—they must be right. Worth \$10 and \$15.

STYLE NO. 8.

One of the popular styles of long coats for comfort and style. Made in forty and forty-five inch lengths of all wool kersey and lined throughout with heavy satin. We make in black, mode, wine and havana. Price, \$10; worth \$15.



STYLE NO. 12.

A copy from one of Paris' latest models. It is semi-close fitting ulsters with deep reverses over the shoulders; trimmed with cloth straps and taffetta bands. It has flaring commona sleeves with satin inner sleeves. We make it in castor and black. Lined to the waist. Everything in it of the very best. Price, \$10, worth \$15.

STYLE NO. 17.

We have a complete line of capes in kerseys, boucles, plushes. They are made and hang so different to the ordinary kind, but are sold just as low—we can show them to you—try them on. You want the ones with our label. Price, \$3 to \$7.50; worth \$5 to \$10.

STYLE NO. 16.

The "New Monte Carlo" box coat, thirty-two inches in length, deep inverted pleat front and back. Made of fine kersey cloth in all the fashionable shades; lined with heavy satin. Price, \$10.

STYLE NO. 19.

A beautiful line of walking skirts—the latest designs. Made of all the new fashionable materials and shades at prices of \$3 to \$4.50 and \$5. Made of fine medium weight melton; tailor stitched and stayed.

STYLE NO. 14.

One of the most attractive garments shown this season. It is semi-close fitting in back, loose in front. Handsome tailor stitched reverses extending in black edge all around, closely stitched commona cuffs. Made of choice kersey cloth in light and dark castor shades. Price, \$6.75.

STYLE NO. 7.

For the little ones we are showing a pretty line of stylish and inexpensive jacket cape coats and raglans in sizes from four to fourteen years at \$1.50, \$3, \$5, worth \$2.50 to \$7.50.

Dry Goods.

13 pieces heavy skirting, color navy black, green, red and gray, 31 inches wide, worth 60c yd. while they last go at 32c yd.

24 pieces all wool heavy skirting in grays, browns, greens, tans and blacks, 50 inches wide, worth \$1, go at 73c yd.

19 pieces heavy skirting grays and blacks only, 56 inches wide, worth \$1, go at 73c yd.

32 pieces Venetian cloths in all shades imaginable, 38 inches wide, worth 65c, go at 49c yd.

17 pieces French flannel for waists, all colors, 27 inches wide, worth 35c yd, sale price, 23c.

14 pieces Melrose in all colors, 46 inches wide, worth 90c yd, go at 55c while they last.

23 pieces all wool serge in all shades, 40 inches wide, worth 65c, go at 49c yd.

Silks! Silks!

5 pieces black silk Taffetta, 36 inches wide; worth \$1.25; sale price, 98c; just the thing for silk coats or jackets.

7 pieces black all silk Taffetta, 36 inches wide, worth \$1.50, sale price, \$1.23, just the thing for silk raglans.

4 pieces black all silk Taffetta, 27 inches wide, worth \$1, sale price 75c.

6 pieces Pean De Sean silk, 52 inches wide, worth \$1.35, sale price, 98c.

LADIES FURS, COLLARETTES AND MUFF.

\$2,000 stock of Ladies' Furs to select from. Prices ranging from 75c to \$20.

10 pieces all linen bleach and silver table linen, worth 65c yd, sale price, 49c.

COTTON FLANNELS.

40 pieces cotton flannel, wide, worth 7 1-2c, sale price, 5c.

29 pieces cotton flannel, wide, worth 10c, sale price, 7 1-2c.

17 pieces cotton flannel, wide, worth 12 1-2c, sale price, 8 1-3c.

23 pieces cotton flannel, wide, worth 15c, sale price, 10c.

42 pieces flannelette, wide, worth 10c, sale price, 6 1-4.

BLANKETS! BLANKETS!

109 pair 10-4 cotton blankets, greys and tans, worth 65c pair, sale price, 39c pair.

80 pair 10-4 cotton blankets, greys and tans, worth 75c pair, sale price, 49c pair.

123 pair 11-4 cotton blankets, greys and tans, worth \$1.25 pair, sale price, 85c pair.

147 comforts, worth \$1, sale price, 73c.

89 pairs white and colored all wool blankets, worth \$5, sale price, \$3.95.

The largest line of LADIES' MISSES and CHILDREN'S UNDERWEAR and HOSIERY ever brought to Chariton county.

Ladies Vests and Union Suits, worth 50c, sale price, 25c.

A good fleeced lined hose, worth 12 1-2c pair, sale price, 8c.

A good fleeced lined hose, worth 20c a pair, sale price, 12 1-2c pair.

LADIES' READY MADE SKIRTS.

200 ladies ready-made skirts in greys, blacks, tans, blues and browns, worth \$6.50, sale price, \$4.53.

47 ladies ready-made skirts, worth \$5, sale price, \$3.99.

All calico in our house oil reds, American blues, and Simpson's black and white; also in greys, best made, worth 6c, sale price, 4c.

5 pieces turkey red table linen, worth 50c, sale price, 33c.

Stylish Fall Suits

of the practical kind. A new garment pleasantly and freely given for a faulty one. The style—there is where we especially excel. Every idea, the latest cuts, little kinks so much appreciated by men who like to look well is worked into our suits by the best union labor. Our boys' clothing is as good as the best. It fits, and hundreds of satisfied mothers in Salisbury and Chariton county will testify to this. Come and see the newest things made in Clothing.



Men's Stylish Suits

\$10.00.

At this price we give you choice of a big line of black or steel gray worsteds. Black or blue black serges, fancy striped worsteds and chevots. Cut in the latest style; sewed with silk and as good as they can be.

\$15.00.

Gives you ten patterns to select from. All new and cut in the newest shapes. Every garment hand-tailored, collars put on by hand, hair cloth linings in front. The coats will not break in front. Every suit is thoroughly steam shrunk and will not fade. All sizes 33 to 46.

Boys' Clothing.

This department is now ready—new styles not shown elsewhere. The fellows little 3 to 8 have new style collars. The 9 to 16 knee pant suits range in price from \$2 to \$6. No cotton sold for wool. Every suit guaranteed not to fade.

Mens' and Boys' Underwear.

Mens' heavy cotton fleed; double cuffs on shirts and drawers—50c per garment, boys, 25c per garment. Mens' all wool in fancy or the natural gray, shirts and drawers at \$1 per garment. Mens' Union Suits, \$1 to \$4.

Men's Overcoats.

\$7.50.

Four styles in gray and black; one line cut 48 inches long, slash pockets, velvet collars, cuffs on sleeves, very stylish and will be sold in many stores at \$10.

\$10.00.

We had four lines especially made for us. Silk velvet collar, slash pockets, satin sleeve linings, hand made button holes, stylish, can't be matched for less than \$12.50 to \$15.

\$15.00.

Our line at \$15 is the best ever sold in this store for that money. Five patterns and four styles to select from. Absolutely the best workmanship. The newest materials and every coat thoroughly guaranteed.

THE BIG STORE,

ELI SHIRE, Proprietor, Salisbury, Mo.